

MINUTES

City of San Diego Park and Recreation Board BALBOA PARK COMMITTEE

May 3, 2007

Meeting held at:

Balboa Park Club, Santa Fe Room
2150 Pan American Road
San Diego, CA 92101

Mailing address is:

Balboa Park Administration
2125 Park Boulevard MS39
San Diego, CA 92001-4792

ATTENDANCE:

Members Present

Laurie Burgett (6:03)
Vicki Granowitz
Sungill Kim
Dan Mazzella
Nancy Rodriguez
Paul Rucci
Michael Singleton
Donald Steele
Michael Stepner
Joyce Summer

Members Absent

Darlene Davies (Ex)

Staff Present

Charles Daniels
Mauro Garcia
Kathleen Hasenauer
Paul Sirois

CALL TO ORDER

Chairperson Davies called the meeting to order at 6:01 P.M.

APPROVAL OF MINUTES

**MSC IT WAS MOVED/SECONDED, AND CARRIED TO APPROVE THE
MINUTES OF THE APRIL 5, 2007 MEETING. (RUCCI/RODRIGUEZ/7-
0-1) ABSTENTION – KIM.**

REQUESTS FOR CONTINUANCES

None

COMMUNICATIONS

None

CHAIRPERSON'S REPORT

Vice-Chairperson Dan Mazzella and Darlene Davies have spoken over the last several months of their years of service on the Balboa Park Committee and the Park and Recreation Board. Dan urged the members to stay strong as a

committee and continue their good work for the greatness of Balboa Park.

STAFF REPORT

Jeffery Tom did not have a report.

Mauro Garcia commented on the recent article in the Union-Tribune and media attention regarding the valet parking program. Valet service has been operating in Balboa Park since 2000. A chronology of the program identifies the different parameters in which the valet service has operated within over the years.

Park and Recreation Department staff is responding to the media. Additionally, staff is in the process of developing a Request for Proposal for all of valet service, including daily and special event permitting.

Kathleen Hasenauer shared that Carol Williams and the Spreckels Organ Pavilion were featured in a recent New York Times article. The article included several color photographs of the Pavilion and Carol.

Hospitality Inc, the Balboa Park Concessionaire, has proposed to provide bicycle and surrey rentals to park visitors this spring and through the summer. They are finalizing the details with Wheel Fun Rentals, an experienced and successful operator in the San Diego region.

Rick Weyerhaeuser, Hospitality Inc., Senior Vice President, Operations, anticipates that shaved ice sales at approved locations, will begin on May 12.

The Woofstock Festival held on Saturday, April 14 was very successful. Karyl Carmignani of Canine Companions for Independence communicated her enthusiastic appreciation of staff's assistance and the use of Balboa Park.

On another note, the April 28 SELF Magazine's Workout in the Park, coordinated by Lead Dog raised several major concerns regarding lack of respect for the park, abundance of trash left after the event, and blockage of Sixth Avenue during their load-in. This is the third year SELF held the Workout in Balboa Park. The first two years were without incident. Staff has been in contact with the CEOs of SELF and Lead Dog. They were advised of the issues with the 2007 event and anxious to take measures to rectify the concerns and secure the venue in future years.

Paul Sirois reported that staff and the CC continue efforts to clear underbrush in the canyon along the Bridle Trail. Irrigation systems have been repaired in all of the areas that were cleared to date. The roads have been graded and topped with decomposed granite.

The week of April 23 a group of students from Horizon Fellowship dug holes in preparation for an Arbor Day tree planting in the canyon along Quince Street,

near Redwood Circle. Volunteers from the Balboa Park School Program, CCC, and Torrey Pines Rotary Club planted twenty Torrey Pines, two Montezuma Cypress, and ten Coast Redwood trees.

Staff is working on a light replacement project with SDG&E, the Friends of Balboa Park, and Street Lighting crews to replace the current lights on El Prado with energy efficient LED lights. Replacement bulbs will use .96 watts of electricity as opposed to 10 watts. Energy savings, once calculated, will generate a rebate from SDG&E to replace other bulbs. Touchier lights at the Spreckels Organ Pavilion may be a candidate for a future project, if the lights are compatible with existing bulbs.

On April 28 seventy-five volunteers with Hands on San Diego and I Love a Clean San Diego removed litter and trash in Florida Canyon. The American Society of Landscape Architects (ASLA) provided numerous volunteers for the project.

ACTION ITEMS

Consent

101. None

Adoption

201. Public Safety Issues requiring Installation of Abutment Protector at Quince Street Bridge and Replacement of CALTRANS fencing throughout Balboa Park on the West and East sides of SR163
Senior Park Ranger Casey Smith introduced San Diego Police Officer Wes Mangum and Dave Sanderfer from CALTRANS. Casey narrated a power point presentation and Officer Mangum provided commentary. Crime prevention through environmental design such as the proposed installation of an eight foot high black or green fence and a cage at Quince Street helps to minimize issues. By altering the environment, opportunities for illegal lodging, fires, and hiding places for predators can be eliminated.

A partnership with, Balboa Park Rangers, CALTRANS, and the San Diego Police Department Neighborhood Resource Team has effectively addressed many illegal activities associated with vagrants in Balboa Park.

Committee Member Comments

- Members were supportive of the project and colored one inch vinyl mesh fencing.
- Appreciation was expressed for removal of the transient camps near the Girl Scouts leasehold.
- Appreciation was expressed for the information and work accomplished to date.
- Black vinyl fencing tends to recede more than the green vinyl fencing.
- The appearance of the Bridle Trail has changed due to the plant

removal.

- A balance needs to be achieved between removing hiding places and providing a nature experience.
- Transient issues are not as prevalent on the east side of SR 163.

MSC IT WAS MOVED/SECONDED AND CARRIED UNANIMOUSLY TO RECOMMEND APPROVAL OF THE PROPOSED IMPROVEMENTS; INSTALLATION OF EIGHT FOOT HIGH BLACK OR DARK GREEN VINYL COATED MESH FENCING AND CAGE AT QUINCE STREET, LIMIT VEGETATION REMOVAL TO PLANTS THAT PROVIDE HIDING PLACES, AND IF THE EAST SIDE OF THE QUINCE STREET BRIDGE CAGE IS NECESSARY, PROVIDE A DETAILED DESIGN/IMAGE TO DETERMINE THE VISUAL IM PACT. (SINGLETON/GRANOWITZ 9-0)

202. The Purple Heart Memorial Monument

Charles Daniels, Park Planning Division Park Designer, discussed the staff report and proposed memorial monument location adjacent to the Veterans Museum and Memorial Center. Each monument is unique. Generally one monument is installed per state. California has monuments located in Fresno and Sacramento.

Mr. Tadlock, a representative of the San Diego Chapter #49 of the Military Order of the Purple Heart, (SDMOPH) stated that their Chapter felt that San Diego was a good site for their memorial donation. He commented on the monument design, purpose, and verbiage.

Committee Member Comments

- Professionalism of the design was discussed.
- The number of engraved names was questioned.
- Engraved names seemed to disappear on the monument.

IT WAS MOVED/SECONDED AND PASSED UNANIMOUSLY TO RECOMMEND APPROVAL OF THE STAFF RECOMMENDATION FOR INSTALLATION OF THE PROPOSED PURPLE HEART MEMORIAL TO BE LOCATED ADJACENT TO THE VETERANS MUSEUM AND MEMORIAL CENTER. (STEPNER/STEELE 9-0)

203. San Diego Natural History Museum Dead Sea Scrolls Parking Plan at Balboa Park

Michael Hager, President of the San Diego Natural History Museum, said that they are expecting 450,000 to 600,000 visitors over the six month course of the Dead Sea Scrolls Exhibition. He reviewed the updated information packet provided to the committee which included a revised Preferred Parking Plan, a letter of support from the Balboa Park Cultural Partnership, (BPCP), and a letter from Beth Murray, Assistant Deputy Chief, Land Use and Economic Development regarding use of the Arizona Landfill for temporary parking.

Chuck Yash, Dead Sea Scrolls Project Manager, commented that San Diego is the only location for the Dead Sea Scrolls Exhibition in the southwest. Marketing efforts are targeting thirty-five to fifty million potential visitors.

As a transportation partner, Amtrak will provide separate buses at the Santa Fe Depot to transport train passengers to and from Balboa Park. The Metropolitan Transit System, (MTS) is encouraging park employees and visitors to use public transportation instead of their personal vehicles. MTS hopes to increase ridership and provide an environmentally efficient way to get to the park.

Preferred paid parking, to defray the cost of free parking on the Arizona Landfill, is proposed for the Village Place South Parking Lot, adjacent to the San Diego Natural History Museum. One hundred spaces have been requested. It is expected that they will turn over three times a day. All other parking lots in the Central Mesa are free. Access and egress off of Interstate 5 to the Arizona Landfill is desirable. Two thousand vehicles can be parked on the landfill.

Parking on the Arizona Landfill requires active management. The museum has purchased walkie-talkies that have four frequencies which can communicate with Balboa Park Rangers and the San Diego Police Department. They have acquired a FCC License. They will have museum staff on the four shuttle buses needed to transport guests to and from the Arizona Landfill.

Michael Hager stated that the Parking Plan has been discussed extensively at the BPCP. The membership is supportive of the plan. Will Neblett, San Diego Junior Theatre Executive Director, objected to pay parking.

To date thirty thousand tickets have been sold, many to tour groups. The museum has invested in time ticket sales.

Committee Member Comments

- Adequate signage is necessary to direct visitors to the landfill.
- Describe the advertising plan.
- Test the walkie-talkies.
- Additional shuttles are needed at the Santa Fe Depot. Transferring to the trolley and then a bus may discourage public transit use.
- Ideas to encourage public transit are appreciated.
- Buses and trams from the landfill will not travel through North Park neighborhoods.
- Paid parking has drawn criticism.
- CALTRANS will not provide freeway signage for fewer than twenty-five to thirty thousand vehicles a day.

IT WAS MOVED/SECONDED AND CARRIED UNANIMOUSLY TO

**RECOMMEND APPROVAL OF THE PARKING PLAN AS PRESENTED.
(GRANOWITZ/STEELE 9-0)**

Special Events

301. None

WORKSHOP ITEMS

401. Draft: Special Event Waiver Process for Moratorium Period

The committee discussed the draft and provided comments for clarification.

- Organizers should be from public benefit non-profit agencies.
- Waivers will be considered for one time only exemptions.
- Change community organizations to local community organizations.
- High media attention as opposed to extreme media.
- Events should have an over riding public benefit.
- Adequate parking and shuttle plans are necessary.
- More scrutiny of events should be applied during the moratorium.
- Criteria are thoughtful.
- No alcohol sales for public special events.
- Ensure that negative impacts are mitigated.
- Advise applicants of waiver requirements and process.
- Information was reviewed by the BPCP.

INFORMATION ITEMS

501. Mayor's Balboa Park Committee Nominations

Jennifer Ayala, Michael Hager, David Kinney, Mike McDowell, and Patti Roscoe have been nominated as the five new members to the Balboa Park Committee by Mayor Sanders. Six seated members, Laurie Burgett, Vicki Granowitz, Sungill Kim, Paul Rucci, Michael Singleton, and Donald Steele have been nominated for reappointment. The nominations require City Council approval.

Dan Mazzella is grateful for his time on the committee. Sungill Kim and Paul Rucci will decline their re-appointments.

SUB-COMMITTEE REPORTS

601. Land Use and Policy

A request has been received from staff to create a trail with mile markers and location signage. Placement of a second no left turn from Marston Loop to Juniper Street is being explored. Re-location of the bus stop in front of the Centro Cultural de la Raza has been proposed.

COMMITTEE MEMBER REPORTS

Dan Mazzella stated that the Area One Committee, representative of communities north of Interstate 8 have sent a letter to the Mayor's Office recognizing the distinguished recreation services and programs that the department provides for those communities.

Michael Stepner said that it has been great to work with the committee. He has been impressed with how well informed, passionate, and dedicated the group is. Michael is appreciative of the excellent staff. He is grateful that Mayor Murphy appointed him as a representative of design professionals. AIA has facilitated workshops with the Golden Hill Development Corporation which looked at access to the park. It is necessary to look at the entire park and links to adjacent communities. Michael would like to present a power point presentation on this topic at the June meeting. Each member was presented a copy of the 1987 Neighborhood reporter.

Donald Steele announced that the River Day Celebration will focus on programs and exhibits for young people at Mission Trail Regional Park on Saturday, May 19.

Paul Rucci echoed the sentiments previously expressed. As this is his last meeting, Paul stated that it has been a real pleasure and a grand opportunity to work with everyone on the committee. He commended Darlene for her leadership.

Sungill Kim stated that the Greater San Diego County Science Fair held at the Balboa Park Activity Center was a big success. At the April 4 Balboa Park Morley Field Recreation Council meeting, the council was asked to approve the concept of a new park which the residents opposed. The council supported the residents. The council also approved the nomination of Andrew Kahng as his replacement.

Nancy Rodriguez stated that this too is her last meeting. It has been an amazing honor to serve the City in this capacity as a representative for the small/mid size institutions. She is looking forward to being involved in the Encanto and Skyline communities. Nancy thanked the staff and praised the work of the committee.

Joyce Summer thanked David Kinney for the use of the House of Hospitality Ballroom for the CCDC public conference on Great Parks, Squares, and Gathering Spaces which was held on Friday, April 27. This too, is her last meeting.

Laurie Burgett thanked the members and commented on how much she has learned serving with this committee.

Michael Singleton commented on the mobility study on Fifth and Sixth Avenues to include one traffic lane, left turn pocket, and pedestrian access.

ADJOURNMENT

Ms. Davies adjourned the meeting at 8:25 P.M.

Next Regular Meeting:

Thursday, June 7, 2007
6:00 P.M.
Balboa Park Club, Santa Fe Room
2150 Pan American Road
San Diego, CA 92101

Respectfully submitted,

Kathleen S. Hasenauer

